

ideo music

Cartoon Techniques Offer New Look

CLIPS GETTING INCREASINGLY ANIMATED

BY JIM BESSMAN

NEW YORK Animation is becoming an increasingly important presence in the video music marketplace, as clip creators fight for visibility in an overcrowded market and labels boost budget levels.

At least a dozen videos that prominently feature animation are in current release, ranging from Prince's "Raspberry Beret" to A-ha's surprise hit "Take Me On" to Dire Straits' "Money For Nothing."

Not all video producers and directors agree that animation is a real music video trend, or even that animation will stay a force in the marketplace. But the visibility of the clips themselves seems to deny this, according to a number of video music programmers and promotion executives, who see the rise in the use of animation as a sign of the increasing maturity of video music as an art form.

"If music video is really a viable art form, you've got to start putting art into it," declares Peter Wallach of Peter Wallach Enterprises. Wallach, whose company provided the "stop motion" animation footage of the dancing skeletons in the Jacksons' "Torture" and is currently producing a similarly animated "love story between a woman and an octopus" for Arthur Baker's "Eight Arms To Hold You" from the "Goonies" soundtrack, says that animation offers the "razzle-dazzle" required to promote recording artists' personalities, and thus effectively combats the boredom factor perceived by other animated video proponents.

"People are getting tired of the same old same-old," claims Christopher Russo, president of the New Yorker-based Telegenics video pool. Russo notes that in addition to the previously mentioned clips, his latest reels contain such animated clips as Information Society's "Running," Power Station's "Bang A

Gong," Fishbone's "Modern Industry" and Five Star's "All Fall Down."

Tom Hayes, head of Music Motions, a clip distribution service for movie theatres, cites a "burning out" of live action concepts, while Jon Small, producer of Picture Vision Inc.'s forthcoming partially-animated Billy Joel long-form title "Marking Time" (Billboard, July

20), suggests that video creators may be "running cold" on ideas and looking for something new.

Similarly, Drew Takahashi, the managing partner behind Colossal Pictures in San Francisco—which supplied the animation for "Raspberry Beret" and the "lightning bolt woman" animation of the Power Station videos—says that animation

(Continued on page 38)

...newsline...

OPENING SHOWTIME'S FALL CONCERT SCHEDULE will be "The Pointer Sisters In Paris," which will premiere sometime in mid-September. The special, taped May 14 and 15 at the Le Rex Concert Hall, will be simulcast by Westwood One Radio Networks.

"SOLID GOLD," Paramount Television's syndicated music series, is seeing the return of some veterans for its sixth season. Dionne Warwick, who was the show's original host, will be coming back, as will Darcel Wynne, who was the program's original lead dancer. The show will also begin broadcasting in stereo for the first time. Talent currently expected to appear on the show includes Tina Turner, Stevie Wonder, Olivia Newton-John, Cyndi Lauper, Donna Summer and Dolly Parton.

EDDIE MURPHY WILL HOST the second annual MTV Video Music Awards show. Last year's show was hosted by Bette Midler and Dan Aykroyd. The program is scheduled to air live on Sept. 13 from Radio City Music Hall in New York.

PICTURE MUSIC INTERNATIONAL has signed director Mike Brady to an exclusive contract. Brady will be working with PMI out of the company's London office. His credits include clips for Eurythmics, the Thompson Twins, Big Country, A Flock Of Seagulls and Christine McVie.

VH-1 HAS HAD ITS FIRST GUEST HOST, with Herb Alpert making an appearance July 19-21. Alpert did three segments, all of which were taped at different New York locations. Guests appearing along with Alpert were singer Lani Hall and artist Peter Max.

MUSIC MOTIONS SAYS A-HA. The company released Norwegian group A-Ha's debut video "Take On Me" to 200 movie theaters on Friday (26). Films with which the clip will be playing include "Mad Max Beyond Thunderdome," "Back To The Future," and "E.T.," as it makes its second theatrical go-round. Extra animated footage has been added for the theatrical release. Limelight Productions' Steve Baron directed the clip, while Simon Fields produced.

"WEIRD AL" YANKOVIC AND MONTY HALL teamed up to entertain the winners of MTV's latest promotion, "MTV/Let's Make A Music Deal." Victors were Lois Anthony of Texas City, Tex., Elisa Miller of Lido Beach, N.Y., and Charline Roberts of Nashua, N.H. The three winners got to go to New York and "make a deal" with Yankovic and Hall, choosing between door one, door two and door three for their prizes.

TONY SEIDEMAN

BRYAN FERRY

Boys and Girls

EFFANEL MUSIC/NEW YORK

Portable 24TK recording
anywhere.

RANDY EZBARTY
212 • 807 • 1100 TELEX 238 196 TLXA UR
66 Crosby Street • New York, New York 10012

For fast action, use

ACTIONMART

the Billboard
Classified.
Call Jeff Serette toll
free at (800) 223-
7524 (NY residents
dial 764-7388).

P. 36



TV PROGRAMMING

This report does not include videos in recurrent or oldie rotation.

AS OF JULY 24, 1985

VIDEOS ADDED THIS WEEK	VIDEOS ADDED THIS WEEK	VIDEOS ADDED THIS WEEK	WEEKS ON PLAYLIST
ADVENTURES SEND MY HEART Chrysalis	LIGHT		
BEAT RODEO JUST FRIENDS IRS	NEW		
CHEAP TRICK TONIGHT IT'S YOU Epic	BREAKOUT		
EURYTHMICS THERE MUST BE AN ANGEL RCA	POWER		
J. GELS BAND FRIGHT NIGHT Epic	LIGHT		
KATRINA & THE WAVES DO YOU WANT CRYING Capitol	BREAKOUT		
HUEY LEWIS & THE NEWS POWER OF LOVE Chrysalis	HEAVY		
LIMAH! ONLY FOR LOVE EMI America	LIGHT		
MAHONNA DRESS YOU UP Sire	POWER		
MICHAEL McDONALD NO LOOKING BACK Warner Bros.	LIGHT		
MOTELS SHAME Capitol	BREAKOUT		
ALISON MOYET LOVE RESURRECTION Columbia	LIGHT		
TIL TUESDAY LOOKING OVER MY SHOULDER Epic	BREAKOUT		
WHAMI FREEDOM Columbia	POWER		
POWER ROTATION	POWER ROTATION	POWER ROTATION	POWER ROTATION
PHIL COLLINS DON'T LOSE THAT NUMBER Atlantic	3		
DIRE STRAITS MONEY FOR NOTHING Warner Bros.	4		
BILLY JOEL YOU'RE ONLY HUMAN (SECOND WIND) Columbia	2		
MOTLEY CRUE SMOKIN' IN THE BOYS' ROOM Elektra	2		
ROBERT PALMER ALL ROUND THE WORLD Paramount Pictures	2		
ROBERT PLANT PINK & BLACK Es Paranza/Atlantic	4		
HEAVY ROTATION	HEAVY ROTATION	HEAVY ROTATION	HEAVY ROTATION
*BRYAN ADAMS SUMMER OF '69 A&M	8		
*DURAN DURAN A VIEW TO A KILL Capitol	11		
COREY HART NEVER SURRENDER EMI America	11		
HEART WHAT ABOUT LOVE Capitol	9		
*ROBERT PLANT LITTLE BY LITTLE Es Paranza/Atlantic	13		
*PRINCE & THE NEW POWER GENERATION RASPBERRY BERET Paisley Park/Warner Bros.	6		
*BRUCE SPRINGSTEEN GLORY DAYS Columbia	7		
*STING IF YOU LOVE SOMEBODY SET THEM FREE A&M	6		
*TEARS FOR FEARS SHOUT Mercury	9		
PAUL YOUNG EVERY TIME YOU GO AWAY Columbia	14		
ACTIVE ROTATION	ACTIVE ROTATION	ACTIVE ROTATION	ACTIVE ROTATION
*JEFF BECK & ROD STEWART PEOPLE GET READY Epic	9		
*PAT BENATAR INVINCIBLE Chrysalis	7		
DEAD OR ALIVE YOU SPIN ME AROUND Epic	14		
DEPECHE MODE PEOPLE ARE PEOPLE Sire	19		
*NIGHT RANGER SENTIMENTAL STREET MCA	9		
JOHN PARR ST. ELMO'S FIRE (MAN IN MOTION) Atlantic	7		
RED SPEEDWAGON LIVE EVERY MOMENT Epic	5		
*SCORPIONS BIG CITY NIGHTS Mercury	7		
*TINA TURNER WE DON'T NEED ANOTHER HERO Capitol	1		
MEDIUM ROTATION	MEDIUM ROTATION	MEDIUM ROTATION	MEDIUM ROTATION
ANIMATION LET HIM GO Mercury	11		
RUSS BALLARD FIRE STILL BURNS EMI America	9		
BOB JOY IN AND OUT OF LOVE Mercury	3		
BRYAN FERRY SLAVE TO LOVE Warner Bros.	11		
ARETHA FRANKLIN FREeway OF LOVE Arista	6		
*GODLEY & CREME CRY Polydor	7		
*DON HENLEY NOT ENOUGH LOVE IN THE WORLD Geffen	10		
*RATT LAY IT DOWN Atlantic	6		
R.E.M. CAN'T GET THERE FROM HERE IRS	3		
CARLY SIMON TIRED OF BEING BLONDE Epic	5		
*TALKING HEADS ROAD TO NOWHERE Sire	6		
BREAKOUT ROTATION	BREAKOUT ROTATION	BREAKOUT ROTATION	BREAKOUT ROTATION
AC/DC DANGER Atlantic	2		
A-HA TAKE ON ME Warner Bros.	10		
JOHN CAFFERTY & THE BEAVER BROWN BAND C.I.T.Y. Scotti Bros./CBS	4		
COCK ROBIN WHEN YOUR HEART IS WEAK Columbia	11		
HELIX DEEP CUTS THE KNIFE Capitol	8		
KING LOVE AND PRIDE Epic	14		
LOVE JUSTICE SWEET SWEET BABY Geffen	2		
MR. MISTER BROKEN WINGS RCA	2		
RICK SPRINGFIELD STATE OF THE HEART RCA	7		
*TAXXI STILL IN LOVE MCA	4		
Y&T SUMMERTIME GIRLS A&M	3		
LIGHT ROTATION	LIGHT ROTATION	LIGHT ROTATION	LIGHT ROTATION
ERIC CLAPTON SHE'S WAITING Warner Bros.	5		
RAY DAVIES RETURN TO WATERLOO Arista	1		
DRAMA PARALYZE RCA	5		
GO WEST CALL ME Chrysalis	1		
GRIM REAPER FEAR NO EVIL RCA	5		
NILS LOFGREN SECRETS IN THE STREET Columbia	4		
MARILLION KAYLEIGH Capitol	3		
QINGO BOINGO WEIRD SCIENCE MCA	2		
O.M.D. SO IN LOVE A&M	4		
MICHAEL SAMBELLO GRAVITY A&M	5		
TEXTONES MIDNIGHT MISSION Gold Mountain/A&M	5		
THREE O'CLOCK HER HEAD'S REVOLVING IRS	7		
SIMON TOWNSHEND BARRIERS 21/PolyGram	4		
THE TRUTH EXCEPTION OF LOVE IRS	5		
SUZANNE VEGA MARLENA ON THE WALL A&M	5		
NEW ROTATION	NEW ROTATION	NEW ROTATION	NEW ROTATION
B-MOVIE SWITCH ON OR SWITCH OFF Warner Bros.	3		
DREAMLAND TELEVISION DREAMS Independent	3		
GOWAN A CRIMINAL MIND Columbia	4		
HUBERT KAH ANGEL 07 MCA	5		
MELISSA MANCHESTER ENERGY MCA	3		
PROPHET EVERYTHING YOU ARE RCA	3		
RATIONAL YOUTH NO MORE NO LESS Capitol	4		
TIME BANDITS I'M ONLY SHOOTING LOVE Columbia	3		
WORLD SITSENZ LOCK IT UP Manhattan	2		

* Denotes Sneak Preview Recurrent. ** MTV Exclusive.
For further information, contact Buzz Brindle, director of music programming,
MTV, 1133 Avenue of the Americas, New York, N.Y. 10036.

PLAY LIST

1-7 July 1985



SUNDAY 1 AUGUST—SEE THE
"BRYAN FERRY SPECIAL"—1100, 0500, and 2300

SURE SHOT - 30 PLAYS

THE CURE
'IN BETWEEN DAYS'

HEAVY ACTION 15-24 PLAYS

- Howard Jones 'Life In One Day'
- Style Council 'The Boy Who Cried Wolf'
- Freddie Mercury 'Made In Heaven'
- Billy Joel 'You're Only Human'
- Bob Marley 'Three Little Birds'
- Eurythmics 'There Must Be An Angel'
- Cyndi Lauper 'Goonies Are Good Enough'
- Kid Creole 'Endicott' Prince 'Paisley Park'
- Beach Boys 'Getcha Back' Aretha Franklin 'Freeway Of Love' Adam Ant 'Vive Le Rock'
- The Damned 'Shadow Of Love' Sting 'If You Love Somebody' Dead Or Alive 'In Too Deep'
- Jeff Beck/Rod Stewart 'People Get Ready'
- Talking Heads 'Lady Don't Mind'
- Tears For Fears 'Head Over Heels'
- AC/DC 'Dancer'
- Walters 'Morgen Blaster'

The one to watch... NEW